SLIDESHOW

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| --- | --- |
| Chacteristics | Criteria |
| Introduce topic | Title |
| Outline info | Headings |
| Organize thoughts | Enough information |
| Attractive | Color, graphics, transitions |

MAGAZINE AD

|  |  |
| --- | --- |
| Characteristics | Criteria |
| Pictures | Emotional |
| Name of what you are trying to advertise | Eye catching |
| Purpose | Relatable |
| Facts | Specific audience |